

POCKETvouchers

POCKETvouchers are a mobile marketing company focused on driving foot-traffic, trial and sales using mobile vouchers. POCKETvoucher SMS vouchers are verified in real-time at the retail outlet through either the EFTPOS terminal or integration with Point of Sale software. This allows vouchers to be limited to one use and all redemption data to be fully tracked. POCKETvouchers combine mobile technology with marketing services to consistently deliver campaigns that work.

Rebel Sport

Rebel Sport is a New Zealand sports superstore chain where shoppers can choose from a huge range of the biggest and best brands in the world. Rebel Sport is part of the Briscoe Group of companies and now has 32 stores nationwide.

Integration & Staff Training

To allow Rebel Sport to verify POCKETvouchers their EFTPOS terminal information was uploaded to the POCKETvouchers database, allowing transactions from individual stores to be recognized and settlement to be provided. Once the technical integration had taken place stores were supplied with a background and "How to Redeem" documentation to assist stores with training their staff. POCKETvouchers operates a 0800 number support line delivering 24 hour support for Rebel Sport stores.

Rebel Sport Database Acquisition Campaign

Rebel Sport had updated their website and wanted to continue building their consumer database in order to communicate with via email and SMS. POCKETvouchers was engaged to integrate directly with the Rebel Sport website to deliver an instant "\$10 off when you spend \$40" POCKETvoucher to all new database registrations, which acted as an incentive to register and added instant value to new database members.

The POCKETvoucher offer was advertised on both the homepage of the Rebel Sport website, through a mix of targeted online media and inclusion in existing Rebel Sport advertising such as mailers and TV commercials. Redemption information is also recorded through the POCKETvoucher platform which allows Rebel Sport to learn more about their consumers such as when and where they shop.

Briscoes Group Marketing Manager Jo Tait says..."POCKETvouchers proved a great way to drive consumers to sign up to our database as well as automatically delivering an introductory offer which proved very powerful at driving foot-traffic into our stores".

Rebel Sport Database Acquisition Results

June 2009 to March 2011

New Database Registrations	27,512
POCKETvoucher Redemptions	7,712
Redemption Rate	28%
Minimum Total Spend (@ \$40 per purchase)	\$309,480



No one's got more sports gear

BROWSE OUR RANGE

CURRENT CATALOGUE

BUY GIFT VOUCHERS

SEARCH

Browse Our Range

- Clothing
- Footwear
- Sports

Current Catalogue
Buy Gift Vouchers

BE THE FIRST TO KNOW ABOUT
NEW PRODUCTS AND
SPECIAL OFFERS

SIGN UP AND GET A \$10 VOUCHER
TO SPEND INSTORE ON ANYTHING OVER \$40 AT REBEL SPORT.



Sign up and get a PocketVoucher to spend instore on anything over \$40 at Rebel Sport. Please remember to Opt in to receiving Text updates so we can send you your voucher!

Your Profile:

Title:* Telephone:
country area number

First Name:* Mobile:*
provider number

Last Name:* Gender:* Male Female

Email Address:*

Address Details:

Street Address:* Postcode:*

Suburb: Don't know your Postcode [click here](#).

City:* Country:*

Let us know what kind of good sports you are into

Team Sports

POCKETvouchers
MOBILE VOUCHER SOLUTIONS
GET IN FIRST AND GET A
\$10 VOUCHER

SIGN UP NOW

BE THE FIRST TO KNOW ABOUT
NEW PRODUCTS AND
SPECIAL OFFERS

STORE LOCATOR



LOOKING FOR A STORE?



No one's got more sports gear

BROWSE OUR RANGE

CURRENT CATALOGUE

BUY GIFT VOUCHERS

SEARCH

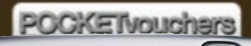
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- Sports
- Recreation

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